IN THE CLAIMS

Please amend the following claims which are pending in the present application:

1.   (Currently Amended) A computer-implemented method, comprising:

receiving, by a processor, a plurality of primary bids from a plurality of primary bidders, respectively, for displaying an ~~associated~~ advertisement within a search results page generated in response to a received query including a search string, wherein the advertisement is associated with the ~~of a search based on a~~ search string;

receiving, by the processor, a selectively placed secondary bid from a secondary bidder to increase a monetary amount of a selected one of the primary bids of [[a]] one of the primary bidders ~~by; and~~

determining, by the processor, a total bid by combining the selected primary bid and the selectively placed secondary bid; and

storing the secondary bid and the total bid in a data store by the processor.

2.   (Previously Presented) The computer-implemented method of claim 1, wherein the primary bid is expressed as a price-per-action that the primary bidder is willing to pay for a particular action, and wherein each of the primary bidders is a retailer of one or more products or services and the secondary bidder is a manufacturer of at least one of those products or services.

3.   (Previously Presented) The computer-implemented method of claim 2, wherein the particular action is selected from the group consisting of a cost-per-acquisition, a cost-per-lead, and a cost-per-click.

4.   (Currently Amended) The computer-implemented method of claim 1, further comprising:

allowing, by the processor, more than one secondary bidder to selectively place a secondary bid to augment the selected primary bid of the primary bidder.

5.   (Currently Amended) The computer-implemented method of claim 4, further comprising:

determining, by the processor, an order in which the ~~associated~~ advertisement of each primary bidder is to be displayed on the results page is based on ~~a combination~~ the total bid ~~of the primary bidder and each secondary bid~~ associated therewith.

6.   (Currently Amended) The computer-implemented method of claim 1, wherein each secondary bid ~~augments~~ is combined with the primary bid only for a defined time period.

7.   (Currently Amended) A computer-implemented method, comprising:

receiving, by a processor, a plurality of primary bids, each from a primary bidder, for displaying an ~~associated~~ advertisement within a search results page generated in response to a received query including a search string wherein the advertisement is associated with the ~~of a search based on a~~ search string;

receiving, by the processor, ~~at least one~~ a plurality of secondary bids ~~[[bid]]~~, each from a secondary bidder, wherein each secondary bid is associated with a primary bid and is for increasing ~~to increase~~ a monetary amount of ~~[[a]]~~ an associated primary bid ~~of a selected primary bidder~~;

determining, by the processor, ~~[[the]]~~ a total bid for each primary bidder by combining the primary bid of ~~[[the]]~~ each primary bidder and each associated secondary bid; ~~and~~

determining, by the processor, an order in which to include the ~~associated~~ advertisements of the primary bidders within the search results page based, at least in part, on the total bid for each of the primary bidders ~~bidder~~; and

displaying, by the processor, the search results page including the ordered advertisements.

8.   (Previously Presented) The computer-implemented method of claim 7, wherein the primary bids are expressed as a price-per-action that each primary bidder is willing to pay for a particular action, and wherein at least some of the primary bidders are retailers of one or more

products or services and at least one secondary bidder is a manufacturer of at least one of those products or services.

9.   (Previously Presented) The computer-implemented method of claim 8, wherein the particular action is selected from the group consisting of a cost-per-acquisition, a cost-per-lead, and a cost-per-click.

10.   (Currently Amended) The computer-implemented method of claim 7, wherein determining the order is also based on an indication of how frequently the ~~associated~~ advertisement is viewed by a person <u>entering the query</u> ~~performing the search~~.

11.   (Currently Amended) The computer-implemented method of claim 7, further comprising<u>:</u>
       receiving<u>, by the processor,</u> more than one secondary bid.

12.   (Currently Amended) The computer-implemented method of claim 7, wherein each secondary bid comprises a temporal component that specifies a time period for which the selected primary bid is to be <u>combined with the associated second bid</u> ~~augmented~~.

13.   (Currently Amended) A computer-readable storage medium, having stored thereon a sequence of instructions which when executed by a computer, cause the computer to perform a method, comprising:
       receiving a plurality of primary bids from a plurality of primary bidders<u>,</u> respectively<u>,</u> for displaying an ~~associated~~ advertisement within a <u>search</u> results page <u>generated in response to a received query including a search string, wherein the advertisement is associated with the</u> ~~of a search based on a~~ search string;
       receiving a selectively placed secondary bid from a secondary bidder to increase <u>a</u> monetary amount of one of the primary bids of [[a]] one of the primary bidders ~~by~~<u>;</u> ~~and~~
       <u>determining, by the processor, a total bid by combining the selected primary bid</u> <u>and the selectively placed secondary bid; and</u>

storing the secondary bid.

14.   (Previously Presented) The computer-readable storage medium of claim 13, wherein the primary bid is expressed as a price-per-action that the primary bidder is willing to pay for a particular action, and wherein each of the primary bidders is a retailer of one or more products or services and the secondary bidder is a manufacturer of at least one of those products or services.

15.   (Previously Presented) The computer-readable storage medium of claim 14, wherein the particular action is selected from the group consisting of a cost-per-acquisition, a cost-per-lead, and a cost-per-click.

16.   (Currently Amended) A computer-readable storage medium having stored there on a sequence of instructions which when executed by a computer, cause the computer to perform a method, comprising:

receiving a plurality of primary bids, each from a primary bidder, for displaying an associated advertisement within a search results page generated in response to a received query including a search string wherein the advertisement is associated with the of a search based on a search string;

receiving at least one a plurality of secondary bids [[bid]], each from a secondary bidder, wherein each secondary bid is associated with a primary bid and is for increasing to increase a monetary amount of [[a]] an associated primary bid of a selected primary bidder;

determining [[the]] a total bid for each primary bidder by combining the primary bid of [[the]] each primary bidder and each associated secondary bid; and

determining an order in which to include the associated advertisements of the primary bidders within the search results page based, at least in part, on the total bid for each of the primary bidders bidder; and

displaying the search results page including the ordered advertisements.

17.   (Previously Presented) The computer-readable storage medium of claim 16, wherein the primary bids are expressed as a price-per-action that each primary bidder is willing to pay a particular action, and wherein at least some of the primary bidders are retailers of one or more products or services and at least one secondary bidder is a manufacturer of at least one of those products or services.

18.   (Previously Presented) The computer-readable storage medium of claim 17, wherein the particular action is selected from the group consisting of a cost-per-acquisition, a cost-per-lead, and a cost-per-click.

19.   (Currently Amended) A computer system, comprising:
        a processor; and
        a memory coupled to the processor, the memory storing instructions which when executed by the processor cause the processor to perform a method, comprising:
        receiving a plurality of primary bids from a plurality of primary bidders, respectively, for displaying an ~~associated~~ advertisement within a <u>search</u> results page <u>generated in response to a received query including a search string, wherein the</u> <u>advertisement is associated with the</u> ~~of a search based on a~~ search string;
        receiving a selectively placed secondary bid from a secondary bidder to increase <u>a</u> monetary amount of one of the primary bids of [[a]] one of the primary bidders ~~by; and~~
        <u>determining, by the processor, a total bid by combining the selected primary bid</u> <u>and the selectively placed secondary bid; and</u>
        storing the secondary bid.

20.   (Previously Presented) The system of claim 19, wherein the primary bid is expressed as a price-per-action that the primary bidder is willing to pay for a particular action, and wherein each of the primary bidders is a retailer of one or more products or services and the secondary bidder is a manufacturer of at least one of those products or services.

21.   (Previously Presented) The system of claim 20, wherein the particular action is selected from the group consisting of a cost-per-acquisition, a cost-per-lead, and a cost-per-click.

22.   (Currently Amended) A system, comprising:

a processor; and

a memory coupled to the processor, the memory storing instructions which when executed by the processor cause the processor to perform a method, comprising:

receiving a plurality of primary bids, each from a primary bidder, for displaying an ~~associated~~ advertisement within a <u>search</u> results page <u>generated in response to a received query including a search string wherein the advertisement is associated with the</u> ~~of a search based on a~~ search string;

receiving ~~at least one~~ <u>a plurality of</u> secondary <u>bids</u> [[bid]], each from a secondary bidder, <u>wherein each secondary bid is associated with a primary bid and is for increasing</u> ~~to increase~~ a monetary amount of [[a]] <u>an associated</u> primary bid ~~of a selected primary bidder~~;

determining [[the]] <u>a</u> total bid for each primary bidder by combining the primary bid of [[the]] <u>each</u> primary bidder <u>and each associated secondary bid;</u> ~~and~~

determining an order in which to include the ~~associated~~ advertisements of the primary bidders within the <u>search</u> results page based<u>,</u> at least in part<u>,</u> on the total bid for <u>each of</u> the primary <u>bidders</u> ~~bidder~~; and

displaying the <u>search</u> results page <u>including the ordered advertisements</u>.

23.   (Previously Presented) The system of claim 22, wherein the primary bids are expressed as a price-per-action that each primary bidder is willing to pay for a particular action, and wherein each of the primary bidders is a retailer of one or more products or services and the secondary bidder is a manufacturer of at least one of those products or services.

24.   (Previously Presented) The system of claim 23, wherein the particular action is selected from the group consisting of a cost-per-acquisition, a cost-per-lead, and a cost-per-click.

25.   (Currently Amended) The system of claim 22, wherein determining the order is also based on an indication of how frequently the ~~associated~~ advertisement is viewed by a person <u>entering the query</u> ~~performing the search~~.

26.   (Currently Amended) The system of claim 22, further comprising<u>:</u>
      receiving more than one secondary bid.